

**Applications available at the Village of Salado Municipal Building, 301 N. Stagecoach Rd., Salado, TX 76571.  
E-mail: [jim.reed@ctcog.org](mailto:jim.reed@ctcog.org)**

**JOB TITLE:** Event Coordinator (EC)

**DEPARTMENT:** Chamber & Tourism Bureau

**DIRECT REPORT:** Executive Director

**PURPOSE**

Develop, implement, and manage events aligned with Chamber and Tourism concepts. The scope also includes the development of effective events that create a hospitable and inviting Village environment.

Keep the appearance of the physical location in a welcoming manner and providing a professional level of organization and cleanliness. Proactively build relationships in and around our community and business.

**RESPONSIBILITIES**

Ready and present when doors open at 8 am daily.

Develop annual event plan and budget with appropriate boundaries using previous year's data and marketing team input; i.e. event purpose, estimated size and cost; and process of gathering vendors.

Event Coordinator to effectively market outside the office as to build & strengthen relationships with current members and encourage new businesses to be appropriately involved in the events established.

Event Coordinator is expected to attend 24 functions per year outside the office relating to our industry.

Employee understands and agrees that some functions will occur outside the regular business hours of 8-5 and may include weekend events.

Assess and determine the return on investment or activity of individual event using marketing meeting input, member feedback and other measurable factors.

Direct and coordinate internal communication and marketing messages to promote Village unity and build team trust; internally and externally.

Drive program changes, updates and refinements in response to the changing requirements of the Village to be discussed at monthly meetings and have measured time goals. Recruit, encourage and manage volunteers and ambassadors.

To assist and train members and volunteers at any given time as needed to the best of my ability; And when required to build skills, promote trust & create a strong internal team setting.

## REQUIREMENTS

Bachelor degree or 3 years of experience in hospitality, communications and volunteerism.

Communication skills are paramount both internally and externally; as well as verbal and written

Team player when working with Public Relations Specialist and Executive Director as well as externally with members, vendors and lodging properties

Must have proven success and experience in event planning. Process orientation and skills to organize events and individual capabilities and requirements. Requires excellent project management skills, resource identification, and utilization of all areas of personnel & technologies available. Continuous training on equipment and technology so it is used to its fullest potential; using technology to reduce waste and increase productivity and profitability.

Must possess superior customer care and internal & external communication skills, as well as a proven record of effectively influencing all channels promoting trust & creating a strong external team setting. Negotiation skills are essential.

**MAJOR RESPONSIBILITY:** Building personal and professional relationship with employees, customers and clients.

Travel requirements: some in and minimal out of town travel.